

BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORTPAGE: 1
DATE: 97-07-14
TIME: 09:50 AMPROMOTION : 700927 WIN OCTOBER B2GF HAT("NO BULL")
DRIVE PERIOD: 71000

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION				4,932	98,640
VAP					
CHAIN	1,443	1,768	35,360		
INDEPENDENTS	1,450	1,946	38,920		
VAP TOTAL	2,893	3,714	74,280		
NON-VAP					
CHAIN	348	772	15,440		
INDEPENDENTS	257	1	20		
NON-VAP TOTAL	605	773	15,460		
TOTAL CHAINS	1,791	2,540	50,800		
TOTAL INDEPENDENTS	1,707	1,947	38,940	TOT COMMITTED:	89,740
TOTAL ACCOUNTS	3,498	4,487	89,740	TOT REMAINING:	8,900

~~Non~~ Non VAP
Independents (only)
Removed
7/14/97

51845 6069

BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTIONPAGE: 1
DATE: 97-07-14
TIME: 09:15 AMPROMOTION : 700927 WIN OCTOBER B2GF HAT("NO BULL" PROMOTION SUMMARY REPORT
DRIVE PERIOD: 71000

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION				4,932	98,640
VAP					
CHAIN	1,443	1,768	35,360		
INDEPENDENTS	1,450	1,946	38,920		
VAP TOTAL	2,893	3,714	74,280		
NON-VAP					
CHAIN	348	772	15,440		
INDEPENDENTS	257	297	5,940		
NON-VAP TOTAL	605	1,069	21,380		
TOTAL CHAINS	1,791	2,540	50,800		
TOTAL INDEPENDENTS	1,707	2,243	44,860	TOT COMMITTED:	95,660
TOTAL ACCOUNTS	3,498	4,783	95,660	TOT REMAINING:	2,980

51845 6070

October Workplan Logistics (DTS 9/29/97-10/31/97)

	① WINSTON B2G Hat	② CAMEL B2G2F
I. Selling/Execution Detail		
Promotion Details	Buy 2 Packs Get Khaki No Bull Hat. Offer includes product story insert and name generation. VAP must be shipped first week of October.	Buy 2 Packs Get 2 Packs Free "pre-sleeved product." Offer includes name generation.
Display Size/Load	20	20
Offer/Materials - Item #:	Display/POS Kit 529301	Display/POS Kit 531515
Includes:	Counter Display preassembled, 20 hats in sleeves with product story, DBRC	Counter Display preassembled, Large Paster
- SKU Packing:	20	1
Recommended Displays	in SKU	in SKU
II. ROU Detail		
Promotion #	700927	700041
Allocations Available	7/7	7/7
Model Available	7/7	7/7
Allocation Adjustments to Model	7/7 - 8/8	7/7 - 8/1
Templates Available	8/11	8/4
Value-Added Transfer Deadline	8/11 - 8/15	8/4 - 8/8
First Order Date:	8/18	8/11
First Delivery Date to Direct Accounts:	9/1	9/1
Reporting Dates:	9/29 - 11/28	9/29 - 11/28
SIS Reporting:	WIN OCT B2G HAT	CAM OCT B2G2F
Promotional UPC	012300-70373	012300-23860
Product UPCs	N/A	Filter Box - 24386 Lt Box - 24387

①WAM accounts will participate in this promotion.

②CAMEL B2G2F will be pre-sleeved in Winston-Salem. Each carton will contain two B2G2F offers plus two live packs. Each 6M case contains 60 B2G2F offers plus 60 live packs. Direct accounts should place ten pre-sleeved cartons in each counter display and ship to retail. It is not necessary to load display. Recommended VAP payment to direct accounts is \$14 per live 12M case to place cartons in preassembled display and ship. This equates to \$4.20 per 6M promotional case (RE: FSC-24-A).

- BPEC40N2

PROGRAM DETAIL INFORMATION

07/10/97

10:53:04.3

PROMOTION/DTOPS NO: 700927 DESC: WIN OCTOBER B2GF HAT("NO BULL")

PROGRAM CONTACT: FLOYD COOK-3466

FIRST ORDER DATE

08/18/97

07/07/97

DTS DATE: 09/29/97

07/07/97

PROMOTION UPC CODE: 12300 - 70373

TEMPLATES GENERATED 08/11/97

TEMPLATES AVAILABLE 08/11/97

VAP TRANSFR 08/11/97 - 08/15/97

COMMENTS:

POSTING 09/29/97 - 11/28/97

WINSTON BUY 2 PACKS GET KHAKI NO BULL HAT. OFFER INCLUDES PRODUCT STORY INSERT AND NAME GENERATION. VAP MUST BE SHIPPED FIRST WEEK OF OCTOBER.

ITEM #529301 INCLUDES COUNTER DISPLAY, 20 HATS IN SLEEVES WITH PRODUCT STORY, DBRC.

WAM ACCOUNTS TO PARTICIPATE IN THIS PROMOTION.

- BPEC20S2

SMS ITEM DETAIL DISPLAY

07/10/97

10:53:16.1

NEXT FUNCTION:

PROMOTION # 700927 WIN OCTOBER B2GF HAT("NO BULL")

ITEM #	DESCRIPTION	PACKED/SKU
529301	WIN NOV B2GF HAT W/POS	20/SKU

4932
MAIN ITEM

- BPEC40N2

HAND-HELD CODES DISPLAY

07/10/97

10:53:38.9

SALES LEVEL:

NEXT FUNCTION:

PROMOTION # 700927 WIN OCTOBER B2GF HAT("NO PGM CONTACT: FLOYD COOK-3466

PAYMENT

HH START

HH END

TYPE

HH DESCRIPTION

RATE

DATE

DATE

PREMIUM

WIN OCT HAT

09/29/97

11/28/97

51845 6072

502 SMS502N1

SALES MATERIALS SYSTEM

07/10/97 10:58

SMS ALLOCATION INQUIRY

FN: _____

Area/Reg/Div/Terr*: 16XXXX (Wildcards Allowed) << Found 1 locations >>

Item Number.....: 529301 WIN OCT B2GF HAT W/POS

Location	Actual	Usage	Available	Transfer
1 16 BUFFALO REGION	4932	0	4932	0

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---
Help Retrn Bkwrđ Frwrđ Main

51845 6073

WINSTON October B2G Hat Workplan Allocations
Program #700927, Item #529301

51845 6074

	SKU Allocations Adjusted to Meet Plan	7-11 SKU Allocation (1 SKU/Store)	Total SKUs	Adjusted to 150M Total SKUs	Equivalent Offers
NESA	44,974	890	45,864	45,923	918,460
Boston	7,423	77	7,500	7,500	150,000
New York	5,612	234	5,846	5,854	117,080
Philadelphia	3,808	510	4,318	4,325	86,500
Buffalo	4,875	49	4,924	4,932	98,640
Pittsburgh	12,980	20	13,000	13,020	260,400
Cincinnati	10,276	0	10,276	10,292	205,840
SSA	48,579	1,443	50,022	50,099	1,001,980
Winston-Salem	13,993	0	13,993	14,014	280,280
Atlanta	10,276	0	10,276	10,292	205,840
Florida	9,283	421	9,704	9,719	194,380
Dallas	8,290	229	8,519	8,532	170,640
Richmond	6,737	793	7,530	7,542	150,840
WSA	20,514	2,105	22,619	22,641	452,820
N. California	3,531	646	4,177	4,177	83,540
S. California	3,744	702	4,446	4,446	88,920
Seattle	3,790	471	4,261	4,268	85,360
Houston	9,449	286	9,735	9,750	195,000
MWSA	30,388	900	31,288	31,337	626,740
Chicago	6,861	167	7,028	7,039	140,780
Minneapolis	4,873	70	4,943	4,951	99,020
Denver	6,036	467	6,503	6,513	130,260
Detroit	6,041	127	6,168	6,178	123,560
St. Louis	6,577	69	6,646	6,656	133,120
TOTALS	144,455	5,338	149,793	150,000	3,000,000
		Remove Fixed	133,670		
		* from D			
		* from 150M	133,877		
		RATIO	0.998453805		
Allocations adjusted to include 7-11 at 1 SKU per store.					

rjl086/ccd
6/27/97